R J Reynolds Tobacco Company

Trade Direct Marketing Group
401 N. Main Street
Winston-Salem, NC 27102
K. N. Wadia (336) 741-7004
R. J. Luongo (336) 741-6110
N. D. Lall (336) 741-0460
Fax: (336) 741-7989

DATE: April 28, 1998

TO: Nick Kuruc

SUBJECT: May Trade Direct Marketing Mailing

Attached is your chain communication letter. **Please communicate this information to your chain immediately.** Also attached is the Program Summary Sheet (Attachment D).

If your mailing has cigarette coupons, please complete shaded area of Section II, coupon submission details, and include with your coupon submission to M/A/R/C, as instructed on the form. Coupons for the May 1998 mailing should be submitted to M/A/R/C as indicated on Attachment D.

Keep in mind that your Chain is responsible for one-half of the total program cost which includes printing/postage and coupon redemption. If you have any questions regarding program costs, please contact K. Wadia or Dick Luongo.

Thanks very much for your careful follow-through. Please call if you have any questions or suggestions.

Sincerely,

Nikki Lail

NDL:mh

Attachment

51846 4717

Source: https://www.industrydocuments.ucsf.edu/docs/hrky0000